

Message Text

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PAGE 01 WARSAW 06766 080756Z
ACTION EB-08

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R 071429Z AUG 78
FM AMEMBASSY WARSAW
TO SECSTATE WASHDC 6631
INFO USDOC WASHDC
AMEMBASSY BELGRADE
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY MOSCOW
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY VIENNA

UNCLAS WARSAW 6766

COMMERCE FOR BEWT/OEWTD/MURRIN

E.O. 11652: N/A
TAGS: BEXP, AFSP, PL
SUBJECT: COMMERCIAL ACTION PROGRAMS - FY 79

REF: STATE 174461

1. WE DO NOT PLAN TO WRITE A CAP FOR FY-79. EXPERIENCE
WITH CAPS AND CCPS ELSEWHERE, AND AN ANALYSIS OF REFTEL AND
OUR OWN NEEDS AT POST, LEAD US TO BELIEVE THERE ARE NO
SPECIAL ADVANTAGES FOR US IN PREPARING SUCH A PAPER.

2. THIS IS ESPECIALLY THE CASE AT THIS POST BECAUSE
OF THE EXISTANCE OF THE TRADE DEVELOPMENT CENTER. VIRTUALLY
ALL OF THE RESOURCES IN FUNDS AND MANPOWER FOR TRADE PRO-
MOTION ARE CHANNELLED THEROUGH THE TDC. THE PROGRAMMING
OBJECTIVES FOR THE TDC ARE ALREADY WORKED OUT IN ADVANCE
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PAGE 02 WARSAW 06766 080756Z

OF EACH NEW FISCAL YEAR WITH THE DEPARTMENT OF
COMMERCE, AND A DETAILED BUDGET IS ASSIGNED BY
COMMERCE TO THE TDC FOR THIS PURPOSE. IN ADDITION
TO PROGRAM RELATED TO SPECIAL EVENTS, THE CENTER
PUBLISHES A COMMERCIAL NEWSLETTER AND MAINTAINS THE
COMMERCIAL LIBRARY. FURTHERMORE, ALL OF THE FSL'S
IN THE ECONOMIC/COMMERCIAL SECTION ARE LOCATED IN THE

TDC, AND THEIR SALARIES ARE COMMERCE-REIMBURSED.

3. THE RESULTS OF THE PROGRAMMING ASSIGNED TO THE TDC ARE REPORTED EACH MONTH TO THE DEPARTMENT OF COMMERCE. ALSO, REPORTS ON SPECIAL TRADE PROMOTION EVENTS ARE SUBMITTED SEPARATELY. IN ADDITION, THE EMBASSY ALREADY PROVIDES REGULAR SPOT REPORTING ON EVENTS WE KNOW TO BE OF COMMERCIAL IMPORTANCE.

4. WE DO NOT BELIEVE THE "CAMPAIGN" APPROACH IS WELL SUITED TO THE POLISH MARKET. THE CAP FORMAT SEEMS DESIGNED FOR MORE DYNAMIC ECONOMY WITH SUBSTANTIAL PRIVATE SECTORS WHERE EVENTS ARE FASTER MOVING AND A LARGE NUMBER OF TRADE OPPORTUNITIES CAN BE GENERATED BY THE POST. IT NORMALLY TAKES SEVERAL MONTHS, OR EVEN YEARS, TO SHOW RESULTS FROM TRADE PROMOTION PROGRAMS IN POLAND, AND TO SET UP A CAP, WHICH IS EXPECTED TO SHOW RESULTS WITHIN A SHORT PERIOD OF TIME, COULD BE DISAPPOINTING.

5. THEREFORE, WE BELIEVE THE PROCEDURES ALREADY EXISTING HERE FOR COMMERCIAL PROGRAMMING AND REPORTING ARE ADEQUATE FOR OUR PURPOSES AND FOR KEEPING WASHINGTON AGENCIES INFORMED, TO THE BEST OF OUR ABILITY, ON DEVELOPMENTS RELATED TO THESE OBJECTIVES. WE DO NOT SEE THE CAP AS A USEFUL TOOL FOR US UNDER
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PAGE 03 WARSAW 06766 080756Z

THESE CIRCUMSTANCES, AND IT WOULD ONLY ADD ANOTHER REPORTING REQUIREMENT WHICH WOULD BE NECESSARY.
SCHAUFEL

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NNN

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